

# SHOULD B2B SALES REP START SOCIAL SELLING ?

MEET WHERE THE PROSPECTS ARE



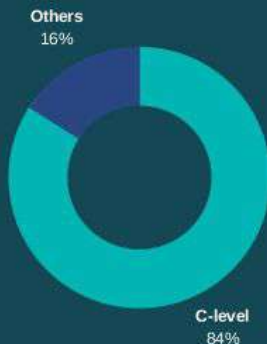
It would take 6,264 cold calls to close 4 deals.

VS



IBM used social selling to boost sales by 400%, and they did it in one quarter.

Social sellers realize 66% greater quota attainment than those using traditional selling techniques.



C-LEVEL/VICE PRESIDENT EXECUTIVES USE SOCIAL MEDIA TO SUPPORT PURCHASE DECISIONS.

BUYERS WITH LARGER BUDGETS ARE MORE LIKELY TO USE SOCIAL MEDIA.

**84%** Typically, their budgets are 84% bigger.



Top social sellers have 45% more opportunities per quarter than social selling laggards

## REFERENCES

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